

## LISTING OF CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently amended) A method of dynamically valuing pricing and/or and generating a promotional offer of an advertising message to be sent to at least one of a plurality of mobile terminal users, the method comprising:

~~selecting at least one of a plurality of mobile terminals using at least one criteria;~~

~~maintaining user profile information about the at least one of a the plurality of mobile terminal users matching the at least one criteria;~~

~~creating an advertising message to be sent to the selected at least one mobile terminals of selected mobile terminal users of a the plurality of mobile terminals, terminal users located within a vicinity of a specific location of interest, the advertising message including advertising content relating to at least one defined criterion and including a dynamically generated promotional offer regarding the advertising content, wherein the dynamically generated promotion offer is based on a number of the selected mobile terminal users terminals selected using the at least one criteria to receive the advertising message;~~

~~selecting at least one of the plurality of mobile terminal users, wherein the at least one selected mobile terminal user matches the at least one defined criterion with the maintained user profile information of the plurality of mobile terminal users and wherein the mobile terminal of the at least one selected mobile terminal user is located within a vicinity of a specific location of interest;~~

~~defining a value for price of the advertising message dynamically generated promotional offer of the advertising message based on the number of the at least one of the selected mobile terminal users selected matching the at least one criteria;~~

~~distributing the dynamically generated promotional offer of the advertising message to the mobile terminals of the selected at least one of a plurality of mobile terminal users matching the at least one criteria; and~~

~~debiting a service user the price of the advertising message distributed to the at least one of a plurality of mobile terminal users matching the at least one criteria.~~

2. (Currently amended) The method of claim 1, wherein the at least one criterion ~~criteria~~ comprises at least one ~~criteria of a group of criteria consisting~~ of the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the advertising message is to be sent, a business density of the service user sponsoring the advertising message, and campaign limitations of an advertisement campaign.

3. (Original) The method of claim 1, further comprising obtaining user information about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of mobile terminals that is to be sent an advertising message comprises specifying a type of user to whom the advertising message should be provided in accordance with the obtained user information.

4. (Original) The method of claim 1, wherein the advertising message comprises an electronic coupon.

5. (Currently amended) A method of dynamically generating an advertising message sent to mobile terminals of mobile terminal users, the method comprising:

selecting at least one of a plurality of mobile terminals using at least one specific criterion ~~criteria~~ ; and

creating an advertising message to be sent to the selected at least one of a plurality of mobile terminals, the advertising message including content dynamically generated based on a number of mobile terminals selected using the at least one specific criterion ~~criteria~~ to receive the advertising message.

6. (Currently amended) The method of claim 5, wherein the at least one specific criterion ~~criteria~~ comprises at least one ~~criteria of a group of criteria consisting~~ of the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the advertising message is to be sent, a business density of a service user sponsoring the advertising message, and campaign limitations of an advertisement campaign.

7. (Original) The method of claim 5, further comprising obtaining user information about the mobile terminal users, and wherein the step of selecting the at least one of the plurality of mobile

terminals that is to be sent an advertising message comprises specifying a type of user to whom the advertising message should be provided in accordance with the obtained user information.

8. (Original) The method of claim 5, wherein the step of obtaining user information comprises obtaining at least one of user profile information and user location information.

9. (Currently amended) The method of claim 5, wherein the step of obtaining user location information comprises obtaining user location information from at least one ~~element of a group consisting~~ of a mobile terminal identifier, a cell identifier identifying a cell of a mobile communications network with which the mobile terminal is communicating, a global positioning system identifying the position of the mobile terminal, a wireless local area network with which the mobile terminal communicates, and a terminal with which the mobile terminal communicates over a short range communication link.

10. (Original) The method of claim 5, wherein the content of the advertising message comprises an electronic coupon, and the method further comprises:

receiving the electronic coupon at a particular terminal of the selected mobile terminals; and  
redeeming the electronic coupon by transmitting the electronic coupon from the particular terminal to a coupon redemption terminal to redeem a special offer specified in the electronic coupon.

11. (Currently amended) The method of claim 10, wherein the step of creating the advertising message comprises dynamically assigning a monetary value to the special offer specified in the electronic coupon, and the method further comprises specifying a second criterion ~~criteria~~ for determining the monetary value of the special offer.

12. (Currently amended) The method of claim 10, wherein the step of transmitting the electronic coupon comprises transmitting the electronic coupon to the particular terminal over either of a short range communication link ~~and~~ or a wireless local area network.

13. (Original) The method of claim 10, further comprising validating the electronic coupon.

14. (Original) The method of claim 10, further comprising tracking the use of the electronic coupon.

15. (Original) The method of claim 5, further comprising transmitting the advertising message using a short range communication transmitter located at a particular location to the selected mobile terminals, and wherein the content of the advertising message further comprises location coordinates of the short range communication transmitter.

16. (Original) The method of claim 15, further comprising determining at a particular mobile terminal of the selected mobile terminals a current location of the particular mobile terminal using the location coordinates.

17. (Currently amended) A method of dynamically valuing ~~pricing~~ a promotional offer of an advertising message sent to a mobile terminal of at least one of a plurality of mobile terminal users, the method comprising:

maintaining user profile information about ~~at least one of a~~ the plurality of mobile terminal users ~~matching at least one criteria~~;

selecting a mobile terminal of at least one of the plurality of mobile terminal users, wherein the at least one selected mobile terminal user matches at least one defined criterion with the maintained user profile information of the plurality of mobile terminal users and wherein the mobile terminal of the at least one selected mobile terminal user is located within a vicinity of a specific location of interest;

defining a ~~price of~~ value of the a dynamically generated promotional offer of the advertising message based on the number of the at least one of the mobile terminal users selected ~~matching the at least one criteria~~;

distributing the dynamically generated promotional offer of the advertising message to the selected mobile terminals ~~at least one of a plurality of mobile terminal users matching the at least one criteria~~ ; and

debiting a service user of the price of the advertising message distributed to the selected mobile terminals ~~at least one of a plurality of mobile terminal users matching the at least one~~ criteria .

18. (Currently amended) The method of claim 17, wherein the at least one criterion ~~criteria~~ comprises at least one criterion ~~criteria~~ of a group of criteria consisting of the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the advertising message is to be sent, a business density of the service user sponsoring the advertising message, and campaign limitations of an advertisement campaign.

19. (Original) The method of claim 17, further comprising obtaining user information about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of mobile terminals that is to be sent an advertising message comprises specifying a type of user to whom the advertising message should be provided in accordance with the obtained user information.

20. (Original) The method of claim 17, wherein the advertising message comprises an electronic coupon.

21. (currently amended) A system of dynamically ~~pricing and/or valuing and~~ generating a promotional offer of an advertising message to be sent to at least one of a plurality of mobile terminals over a wireless network, comprising:

~~at least one of a plurality of mobile terminals;~~

a network with which ~~the at least one of a plurality of mobile terminals~~ communicates;

a server communicating with the network, the server comprising:

means for selecting at least one of a plurality of the mobile terminals using at least one ~~criteria~~ criterion and the location of said mobile terminals relative to a specific location of interest;

means for maintaining information of the at least one of a plurality of mobile terminal users matching the at least one ~~criteria~~ criterion;

means for creating an advertising message to be sent to the selected at least one of a plurality of mobile terminals, the advertising message including ~~content~~ a promotional offer dynamically generated based on a number of mobile terminals selected using the at least one ~~criteria~~ criterion to receive the advertising message;

means for defining a value ~~price~~ of the advertising message including a promotional offer based on the number of the at least one of mobile terminal users matching the at least one ~~criteria~~ criterion; and

means for distributing the advertising message including a promotional offer to a mobile terminal of the at least one of a plurality of mobile terminal users matching the at least one ~~criteria~~ criterion ; and

~~means for debiting to a service user the price of the advertising message distributed to the at least one of a plurality of mobile terminal users matching the at least one criteria .~~

22. (Currently amended) The system of claim 21, wherein the at least one criterion ~~criteria~~ comprises at least one ~~criteria of a group of criteria consisting~~ of the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the advertising message is to be sent, a business density of the service user sponsoring the advertising message, and campaign limitations of an advertisement campaign.

23. (Original) The system of claim 21, further comprising means for obtaining user information about the mobile terminal users, and wherein the means for selecting the at least one of a plurality of mobile terminals that is to be sent an advertising message comprises means for specifying a type of user to whom the advertising message should be provided in accordance with the obtained user information.

24. (Original) The system of claim 21, wherein the advertising message comprises an electronic coupon.

25. (Currently amended) A communication system for providing an advertising message to a plurality of mobile terminals, the system comprising:

a dedicated server communicating with a communications network for updating a database including information selecting at least one of a plurality of mobile terminals using at least one specific criterion ~~criteria~~;

an advertising message to be sent to the selected at least one of a plurality of mobile terminals including content to be sent to the selected at least one of a plurality of mobile terminals, the content of the advertising message being dynamically generated based on a number of mobile terminals selected using the at least one specific criterion ~~criteria~~ to receive the advertising message before being sent to the selected mobile terminals; and

a transceiver communicating with the dedicated server for transmitting the advertising message to the selected at least one of a plurality of mobile terminals.

26. (Currently amended) The communication system of claim 25, wherein the at least one specific criterion ~~criteria~~ comprises at least one of a ~~group consisting of~~ the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the electronic coupon message is to be sent, a business density of a service user sponsoring the electronic coupon message, and advertisement campaign limitations of an advertisement campaign.

27. (Original) The communication system of claim 25, wherein the information in the database comprises user profile information compiled from users of the plurality of mobile terminals.

28. (Currently amended) The communication system of claim 25, wherein the information in the database comprises user location information for at least one of ~~an element of a group consisting of~~ a mobile terminal identifier, a cell identifier identifying a cell of a mobile communications network with which the mobile terminal is presently communicating, a global positioning system identifying the position of the mobile terminal, a wireless local area network with which the mobile terminal communicates, and a terminal with which the mobile terminal communicates over a short range communication link.

29. (Currently amended) The communication system of claim 25, wherein the content of the ~~electronic coupon~~ advertising message comprises an electronic coupon, and the communication system further comprises a coupon redemption terminal to which the electronic coupon may be transmitted for redemption of the electronic coupon after receipt of the electronic coupon at a particular mobile terminal of the selected at least one of a plurality of mobile terminals.

30. (Currently amended) The communication system of claim 29, wherein the ~~electronic coupon~~ advertising specifies a special offer having a dynamically assigned monetary value, and the communication system further comprises a second criterion ~~criteria~~ for determining the monetary value of the special offer.

31. (Currently amended) The communication system of claim 29, further comprising one of a short range communication link ~~and~~ or a wireless local area network for transmitting the electronic coupon to the particular mobile terminal of the selected mobile terminals.

32. (Original) The communication system of claim 29, wherein the communication system further comprises a validation procedure for verifying the authenticity of the electronic coupon.

33. (Currently amended) The communication system of claim 29, further comprising a tracking procedure for tracking the use of the ~~electronic coupon~~ advertising.

34. (Original) The communication system of claim 25, wherein the transceiver comprises a short range communication transmitter located at a particular location to transmit the electronic coupon message to the selected mobile terminals, and wherein the content of the electronic coupon message further comprises location coordinates of the short range communication transmitter.